

BLUEPROJECT FOUNDATION: THE NEW CONTEMPORARY ART CENTER IN
BARCELONA

. The inauguration will take place on September 26th with the exposition *Blue. Tribute to the invisible*, a journey through the paintings of the later years dominated by the color blue.

. *Il Salotto*, the main space of the Blueproject Foundation, presents works of Jean-Michel Basquiat, Andy Warhol, Lucio Fontana, Mark Tansey, Jörg Immendorff, Howard Hodgkin y A.R. Penk.

. The Blueproject Foundation offers an annual residency program, open to all kind of formats and artistic projects, starting on September 26th.

. The Belgian artist Miet Warlop will present “Liquid Dreams”, a colorful performance full of imagination and surprises on the inauguration day.



Barcelona, September 18th 2013. The Blueproject Foundation, **Barcelona's new contemporary art center**, will open its doors on **September, 26th**. Thanks to its 500 square meters, spread over two floors, the building presents collective exhibitions as well as ambitious personal projects.

The inaugural exhibition of the Blueproject Foundation is called ***Blue. Tribute to the invisible***, a project on the color Blue in modern art that presents a series of works by great figures such as **Jean-Michel Basquiat, Mark Tansey, Andy Warhol, Lucio Fontana, Jörg Immendorff, Howard Hodgkin and A. R. Penk**. An immersion in the ambiguous universe of what Yves Klein said "it is the invisible becoming visible".

The invisible shadow of the French artist is hidden in an exhibition that offers the possibility to discover **Andy Warhol's Pop Art, Jean-Michel Basquiat's symbolist expressionism or Mark Tansey's abstract intellectualism** to explore deeper into the countless hermeneutical shades and the endless inheritance of the Blue.

The Blueproject Foundation insists on a more direct and personal approach to art, developing and stimulating creativity and imagination through exhibitions and personal projects. An unprecedented look to the poetics of the artists that promotes a closer contact between artist, work and viewers.

The important exhibition space of the Blueproject Foundation is divided into two complementary spaces. ***Il Salotto*** is a lounge reserved for the most renowned artists and the most emblematic works while ***La Sala Project*** is characterized by its multidisciplinary dimension that allows to present projects of promising artists and exhibitions of well-known figures.

On September 26th, day of the inauguration, the Belgian artist Miet Warlop will present "**Liquid Dreams**", a performance full of color and surprising ideas. "Although my work is situated in the twilight zone between performance/theatre and visual art, it's important for me to differentiate between the two" as she explains. "I see myself as a sculptor of moments-as a creator of what I call nervous pictures: a collection of solidified moments", she says. Mix of social critique and ironic surrealism, the universe of the Belgian artist is characterized by the impressive use of



everyday objects in contemporary society.

ABOUT THE BLUEPROJECT FOUNDATION

The Blueproject Foundation is a **multidisciplinary arts centre and creator of quality content**, aimed primarily at offering a respectful and in-depth vision of modern and contemporary artistic creation.

Thanks to its **500 square meters, spread over two floors, the building presents collective unreleased exhibitions to the viewer**, from private collections, as well as ambitious personal projects carried out by renowned artists of our time.

The Blueproject Foundation offers a lively and direct approach to great works of art in an environment that serves, simultaneously, as an experimental laboratory for new ideas and a useful platform for young artists.

The Blueproject Foundation opens its doors to all kinds of ideas, creations and projects, from performance, dance or music to sculpture or installations, as well as painting and video. Its halls are open to **any artistic format or aspiration that offers a stimulating view on current and future aesthetics.**

// Salotto

Heart of the exhibition proposal of the Blueproject Foundation, ***// Salotto* is a 200 square meters hall**, located on the ground floor of the building, designed to accommodate a carefully selected collection of recognized contemporary works of art in an intimate and homogeneous setting. **Quality, distinction and excellence are the main axes of this space, which represents the most prestigious side of the Blueproject Foundation.**

The Blueproject Foundation is intended to develop a strong and direct relationship with the



artwork, a Benjaminian requirement in order to truly access the magic of art and the "aura" of each piece. The space allows the viewer to sit and fully appreciate the works of art in a relaxed manner.

Il Salotto therefore constitutes a quiet room that provides the public with a series of collective, thematic or monographic exhibitions of significant figures in modern and contemporary art.

Sala Project

The *Sala Project* presents the **most innovative and cutting edge proposals of the Blueproject Foundation. Nearly 200 square meters** at the disposal of emerging young talents, as well as more established artists, in a space capable of hosting collaborative projects and artistic dialogues, exhibitions or works of art envisaged and conceived in *El Taller*.

A suggestive counterpoint to the elegance of *Il Salotto*, the *Sala Project* presents the most original and daring projects while serving as an exhibition space for the works carried out at the residences of *El Taller* by the chosen artists. These works will be on sale during the residents' exhibition month.

Open and accessible from the street, it enjoys the cosy and sociable spirit that outlines the character of the foundation itself.

This is a creative lab defined by the desire to invent and the experimental energy that drives us to explore the full potential of art today in all formats. Under constant renewal and evolution, the project constitutes an ever-versatile and daring work in progress. The room is intended to be **the reflection of life itself: unpredictable and full of surprises.**

Residency Program

The Blueproject Foundation wants to support the local, national and international art scene and help the emerging figures. The foundation offers **several residency programs, each of which one month duration**, during which the selected artists will have *El Taller* (located on the first floor of the building) at its disposal in order to work.



In addition, the foundation will cover the costs of housing, diet, and the whole (or part, depending on the selected project) of the production costs. The residence will be followed by a **one month exhibition in the *Sala Project*** and an extensive program of communication (interviews, graphic material, visibility on the web...).

Blueproject Foundation

C/ de la Princesa 57

08003 Barcelona

<http://blueprojectfoundation.org/>

More information and images:

. Aurélien Le Genissel: +34 931 824 371 / +34 646 487 399

a.legenissel@blueprojectfoundation.org

Contacts:

. Art Director - Renato Della Poeta

Tel. +34 674 614 950

r.dellapoeta@blueprojectfoundation.org

. Art Manager - Noemí Vilaró

Tel. +34 609 870 905

n.vilaro@blueprojectfoundation.org

. Marketing - Veronica Carniello

Tel. +34 671 167 915

v.carniello@blueprojectfoundation.org

